

SPF SIG ARMVC Causal Factor Tool #3B  
Off-Premises Consumption Establishment Observation

	ID#	ID#	ID#	ID#
<b>Retail Availability</b>				
RA1. What is the zip code or major cross streets near the establishment?				
RA2. Which days of the week is the establishment open?				
RA3. How many hours a day is the establishment open?				
RA4. Do they sell high strength alcohol (100 proof + alcohol, Everclear, etc.)?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
RA5. Do they sell oversized servings (i.e. 40 oz beer)?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
RA6. Other notes.				
<b>Promotion</b>				
PR1. Is the establishment offering sale prices on beer or wine?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PR2. Is the establishment offering sale prices on hard alcohol?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PR3. Are there price specials for larger amounts of alcohol purchased (e.g. sales on larger packs of beer, larger bottles of wine, etc.)?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PR4. Do they sell bottles of wine for less than \$5?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?

Community: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ Rater Initials: \_\_\_\_\_

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PR5. Other notes on the price of alcohol sold.				
PR6. Is alcohol advertising visible from the outside of the establishment (e.g. neon signs, posters, etc.)?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR7. Is there alcohol advertising on the inside of the establishment?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR8. Does the establishment offer free alcohol-related merchandise or promotional gifts?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR9. Describe advertisements for the establishment that you have seen in the community, in the newspaper, on bill-boards, etc.? List apparent target pop and any unique aspects of the advertisement.				
PR10. Does the establishment hold special promotional events (e.g., use of models to promote tasting of different kinds of alcohol, recreational events, etc.)?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR11. Does the establishment advertise extra large size of beer or other drinks?	Yes No ?	Yes No ?	Yes No ?	Yes No ?
PR12. Other notes on how alcohol or the establishment is promoted.				

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<b>Alcohol Policies</b>				
PL1. Are minors allowed in the establishment?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PL2. Are there "no sales to minors" signs posted?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PL3. How are over 21 year olds distinguished from under 21 year olds?	a. ID check b. No ID check c. Other	a. ID check b. No ID check c. Other	a. ID check b. No ID check c. Other	a. ID check b. No ID check c. Other
PL4. Do you observe non-purchasing being asked to show ID at check-out?	Yes    No    ?	Yes    No    ?	Yes    No    ?	Yes    No    ?
PL5. Please describe location of ID check.	a. At the door b. checkout c. both a & b d. no id check e. other	a. at the door b. checkout c. both a & b d. no id check e. other	a. at the door b. checkout c. both a & b d. no id check e. other	a. at the door b. checkout c. both a & b d. no id check e. other
PL6. Other notes on the policies for different age groups using the establishment. (e.g., do you notice non-purchasers being carded?)				

Other comments, including typical clientele (e.g., professionals, bikers, college and young adults, etc.)

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